“The ‘E-Code’ Decoded TeleConference!”

(Based On The #1 International Business Bestseller, ‘The E-Code’.)

By Dr. Joe Vitale & Jo Han Mok

Hosted by: The ‘Godfather Of Internet Marketing’ Mark Joyner

**** Exclusive! ****

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Greg:
Hello everyone, and welcome to the official E-Code Decoded call. I'm Greg Johnson with Midas Marketing. Tonight, we have with us Dr. Joe Vitale, Johan Mark and if you would please, ladies and gentlemen, it gives me great pleasure to introduce your host for the evening, the Godfather of Internet Marketing, Mr. Mark Joyner. He should be here with us any second now. Johan, Joe, if you guys like, you can get things rolling while we are waiting for Mark to show up.

Joe:
Well, I'm excited to be here. I don't get to talk to Mark Joyner very often at all since he left the country and moved away from the Internet and went overseas to New Zealand. And Johan is one of my favorite people in the whole world. I don't get to see him at all, I haven't seen him since Austin, Texas a year and a half ago when he came and spoke at my Spiritual Marketing Super Summit, so this kind of a reunion for me so I'm excited just to hang out with these guys.

Jo Han:
Definitely the same thing goes for me, Joe. I think, as we are awaiting Mark's arrival, why don't we go ahead and explain to everyone out there, what e-code really means, because I think most people aren't really familiar with the term "E-code". They only know that it's the title of soon to be best-selling book, but I think it's a mystery to everyone, what exactly is the e-code anyway. And I'll just go ahead and explain that well, the e-code is nothing revolutionary, it's nothing new but it's basically the right e-message to the right e-crowd at the right time. And according to most direct response marketing terms, that's really the whole definition of marketing success, the right message to the right crowd at the right time. And I think, when people start to understand this formula, making money online becomes infinitely easier, you will actually able to see in applications, whether it's in Joe's marketing or any one else's marketing. But most of the time, the guys who get it down pat are really the top performers in this arena. Joe, what do you have to say?

Joe:
Well, that's all entirely true right there, and I guess I want to focus is the ease of doing this and I want to make sure we tell the story of "E-code" which is the book, came

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into being, because it kind of illustrates and explain what you just started to reveal to everybody. Most people don’t know that Johan and I met physically a couple of years ago at Armand Morin First Big Seminar in Dallas which I think was 2 and a half years ago, I’m not entirely sure of the timeframe. And Johan and I sat together there and we looked around the room and there were a 150 something people there. And all those people were new to the Internet. They had e-mail, they had a computer but they didn’t have a clue what to do with either one of them. So they were at the First Big Seminar trying to learn marketing techniques. And Johan and I looked at each other and we thought, you know we ought to write a book just to tell people how they can make money with just their computer and just e-mail to let them know how simple it was. So Johan and I shook hands on the spot, and said you know, we go back to our offices, he was in Boston at that time while I was in Texas, we’ll start writing this book. While on the plane flight home, we woke up a little bit and we realized we didn’t even have to write this book. All we had to do was practice the e-code itself. We had to write one e-mail and what we did was write one e-mail that said we want to put together a book of ideas, of techniques, of tips, of methods, of techniques and we sent that e-mail to people who were already making money online. We sent it to Internet marketers, we sent it to some who were fairly known and we sent it to some who were fairly unknown, but they were all doing business online and we all asked them one question and that was, “If you were brand new to the Internet, if you just had a computer and you only had your e-mail, you did not have a website, you weren’t even sure what to sell, maybe you didn’t have a product, you didn’t have a service, you were basically clueless much like those people in the seminar like we saw in Dallas, how would you teach people to make money?” In short, how would you make money with just e-mail? So we sent that e-mail out to, I don’t remember, it might have been to 50 people. We got 43 responses almost instantly, we got responses from everybody, from Terry Dean, from Yanik Silver, the Frank Kern, the Frank Garon, the Bob Bly, Ewen Chia, Joe Sugarman, Mark Joyner the list goes on and on and Johan of course, contributed stuff and I contributed stuff. This ended up being the book called “The E-code”. Now this is not just an interesting story, this is how easily you can create a product; this is the e-code at work. You can use e-mail to make money online and you don’t even need a computer, well you need a computer, but you don’t need to have a website, you don’t need to do much

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more of anything more elaborate than that. That's the whole message of the e-code and the story behind the e-code, the book is the best illustration of it, in my opinion. Did I leave anything out in telling that?

Jo Han:
Anyway, Joe, I think you did a really, really excellent job of explaining exactly what the e-code is. And I just want to point out just how easy it actually was, because once the content from the various contributors started flooding in, all I had to do at the time was obviously you know, Jo being a very, very busy marketer, was really just to compile the content into a word document and I just went ahead to format the document and just added a little bit of content that was most pre-existing because most of us had quite a bit of content online and you know, we just went ahead to touch up the book and it's infinitely easier when you are touching up products where the bulk of the content is already done than trying to create one from scratch. I know Joe has his system, 7 day e-book system for doing that, but when it comes to really making content than to just touching it up, I think it's much, much easier, and it's much, much faster than trying to write original content and I think as an information facilitator, I think it doesn't really matter exactly what kind of content you are presenting to your audience, because and when I say what kind of content, I mean this. Most people have a struggle with presenting original content and other people do not have a problem presenting other people's content and as far as I'm concerned and for Joe as well, we're pretty good marketers but I don't think we know everything under the sun and so, because of the difference in perspective everyone have, it really gives this whole book a very unique flavour because you can have insights from as many as 43 different marketers and for the kind of price that we are actually charging for this book, I think it's a real tremendous bargain.

Joe:
Yeah, that absolutely is, I just got 2 e-mails and I got to mention what they are, this is so interesting. I pretty much live by my e-mail and people might relate to this, they might think that it's funny, but here's what happened. One e-mail just came in and said "I think you Joe, are fat and bald and you should die."

Mark:

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And I would have to agree with that, Joe.

Joe:
And I was going to say the second e-mail was from Mark Joyner saying "Oh, I got the time wrong."

Mark:
Hey guys, this is your intrepid host calling in late. I terribly apologize.

Joe:
Oh, you're fashionably late.

Mark:
Indeed, indeed.

Jo Han:
Hey Greg, you want to do the introduction again?

Joe:
Greg left already, he's bored.

Mark:
Goodness, so ladies and gentlemen, where are we here? You are looking for Greg to introduce me, and if Greg cannot do that, how about you, Joe? You want to take me up on that?

Joe:
I certainly can take a shot at it. Mark Joyner's one of my dearest friends in the whole world. He is one of the founding fathers, one of the pioneers of Internet marketing. He has created E-book that has been downloaded a million some times. He was of course, the turning point in my life when it came to e-book sales because I was a bit skeptic, didn't think that they would sell and I was incredibly wrong and I've been shamefaced and admitted it. Ever since, Mark is also the author of the best-selling book which I was fortunate enough to write the foreword to him, I'm still honored by that and very flattered and that is mind control marketing.com, a wonderful, wonderful book. And Mark has started a giant business online and sold a year and a half ago and he packed up and moved with his love to New Zealand and started a whole new life and a whole new career. And it's out of the goodness of his heart that he made the time for us tonight to do this hour long or so interview with Jo Han and I to release our book, "The E-code". So Mark, that's it in a nutshell, there's so much

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that I could say to really put you on a pedestal and that’s where you deserve to be but thank you for doing this.

Mark:
Well, thank you and certainly not living up to those words being late on the call tonight. Listen, Jo Han, do you have control of letting people talk, I want to do a little experiment here. Can you open up those lines for a second when I ask you to?

Jo Han:
Okay sure.

Mark:
Not yet, what I want to do is get everyone one time to say hello and the reason I want to start the call with this is because I want people to sort of have a inkling of how people are on the line. I haven’t been told how many people are on the line tonight and I don’t think I’m going to hear crickets when we do this. I’m quite certain that anytime Johan and Joe promote anything, there’s going to be a very large number of people on call and the reason I want you to do this is, I want you guys to kind of get the sense of excitement that you’re connected with probably over a thousand people on this call tonight from all over the world and a live event. So Johan, would you open up that line real quick and everyone just say hello.

Hello, hello, hello, hello……

Mark:
Okie everybody! One, Two, Three. Hello!

Hello, hello, hello, hello……

Mark:
Okie, that’s good.

Joe:
Sounds like a sleepy bunch to me.

Mark:
That’s great. I think everyone gets the sense that there’s just a massive number of people on this line and I still get a giddy sense of geeky technological excitement every time that happens. See, I’m still impressed by the

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telephone guys, isn't that great? Alright, guys, to get us into this thing, I want to ask Joe and Johan on to give us a little background information about themselves. You guys know what these 2 outstanding gentlemen have accomplished, so Jo Han, can we start with you, can you just tell us a little bit about yourself?

Jo Han:
Sure, well basically, I'm actually 27, 26 right now, I almost got my age wrong, I started my little Internet marketing career when I was a part-time student in Boston. I was actually studying music at the time and prior to that, I was actually dabbling in magic and music. One of the methods that I used to market my music business and I was actually in advertising jingle business, was really direct marketing and so I came online and I saw how certain people are actually making money online by autopilot websites, nowadays, you know of it as the mini sites and I thought to myself, well you know, that's really, really interesting because I know people are actually making money while they sleep, so that really got me into Internet marketing and I got scammed by a few products but during that whole scam process, I did realize how powerful a sales letter could be and so that's really why I took a very keen interest in copyrighting and devoted to make myself a good copyrighter and as well as you know, trying to establish, basically trying to follow in your footsteps, Mark, to create a little empire of my own, and basically that's my background.

Mark:
Let me just add a little bit to that, I remember meeting Johan a couple of years ago when he was very early in his beginnings and he really, really impressed me with how much energy and drive he had and I wasn't surprised at all when I found very quickly after Johan entered this field that he became one of the best web copywriters in the world today. You know, folks like Joe's caliber who's been around for many, many years recognizes Johan as one of the absolute best. So Johan, you know, you definitely deserve a very high praise and you've done some amazing things in a short period of time and it's great to have you on the call tonight.

Jo Han:
Thank you very much.

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Mark:
Joe, I have many good things to say about you, my friend.

Joe:
You better tell that to be over the phone than on private conversation. Make it on public! I got them on record.

Mark:
Well, I will but first, let's heard it from you. If you could give us a one minute nutshell about yourself, hopefully I learn something about you. I know quite a bit about you, I know quite a bit about you but if I was to ask who is Joe Vitale, what would you say?

Joe:
I would say I'm a guy who feels his mission is to inspire people to go for and achieve their dreams and I strive to do that mostly through my book because I am a bookaholic and my first love is writing and reading. So I've written a great deal of books with the most recent one being and still doing incredibly well, "The Attractor Factor", Of course, I have written a lot of business books and my whole angle with most business books is to be inspiring in those books but also be practical so that I'm not giving people a woah woah and just leaving them, but I cheerleading them and I'm saying here's the path, here's the strategy, these are tested methods and I've done that with many software I created and the e-courses I've created, my nightingale conant course, the power about outrageous marketing, my home study course, the hypnotic secrets selling package that Nitro sells, all of that is stemming from my bottom line mission which I don't know I talk about all that much but it's really this sense of a calling that I'm here to inspire people to go for and achieve their dreams and that's what I'm trying to do with all my work.

Mark:
Well, I've got to say; both of you guys have been really, actually quite humble in the way that you're introducing yourselves, let me share a little bit more about Joe. Joe has been in this game, far longer than most people, you know, the world of Internet marketing. I was speaking with Gary Halbert the other day and he was saying that Internet marketers are sort of pampered little kids, and I had to take that as a compliment about myself as because I was one of the early guys in the game and he means by that is a lot

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of people got into the marketing game because of the Internet and as such, they don't have a lot of hardcore direct marketing experience a lot of the older folks have got, by older, I mean guys with much more experience. Joe has been doing direct marketing and have been lecturing about direct marketing for many, many years before the Internet had even come close to being anything that it is today. In fact, a lot of you would know this but, I credit Joe with writing probably the first book ever about Internet marketing, Joe many, many years ago wrote a book called, I'm sorry Joe, the title of the book is "Cyber Writing, and that's how to succeed online without being flamed", I think, right? And that particular book, I do not remember a single book before that that was ever written about Internet marketing. A lot of people credit me with being one of the very first, to be honest with you, I was doing Internet marketing for a long time before I started writing about it. And I remember Joe's book, reading that, long before I've ever wrote, erm, even "Search Engine Techniques" in 1995. I believe yours came out in '93, is that right, Jo?

Joe:
'93 or 4, I don't remember for sure.

Mark:
Yah, that's fantastic, Joe has also been a tremendous inspiration to a lot of people and especially t me personally. Not only is he a great friend, but he is also one of the original people that I first learnt from about actual hardcore real marketing principles, I mean I sort of taught of myself a lot of things, some ended up being true, some didn't and Joe is one of the guys who actually sorted it out me in my mind and showed me and opened up so many possibilities so thank you Joe, for being on this call tonight.

Joe:
Yah, thank you for reminding me of those things and saying them publicly.

Mark:
Okay guys; let's jump right into the e-code. Here's some things first of all, I want to say, something's really interesting about this book and I'm going to ask you guys to sum it up a little bit but one thing that I noted was that this book was created entirely through e-mail and this

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sort of becomes a testament to the power that you're teaching within the book itself. Is that right, you guys haven't met anyone in person to actually make this book to become a reality?

Joe:
When we were creating that book, it was done; I told the story before you came on, so I'll just say this in a nutshell. It was done with a simple e-mail that was mailed out to a few dozen people that we knew were making money online, most of those people I did not know personally, I don't think Jo Han had ever met any of those people either. So we sent an e-mail, asking people for contribution, they didn't know us, we didn't know them. It was all done by e-mail and within 7 days, the bulk of the book was there, we had a whole lot of submissions turned in which I handed to Johan and he used his word processing skills, he put them in a word document, he managed them and he reorganized it so that it would read well and put it in a book form. And it was all done without physically meeting anybody, it was done electronically, it was the e-code brought to life.

Mark:
You know, that's fantastic, I had a similar story just to share with someone to let you that that principle certainly does work. Many of you guys, who were back in the early days and who recognizes the work I did back then, probably remember hearing of a search engine called "Search Hound" which was later sold to people I believe in the year 2000, we did that sale right before the bubble burst. And my partner, Dr. Sivaprasad, an Indian gentleman who lives in Adelaide, Australia, he was the software developer and I was the marketer behind it, he's also the owner of a company called Web Genie, a lot of people don't know about him, he's one of the pioneers as well, in fact, he probably created the very first affiliate marketing script ever to be sold to anyone, in fact, that's how I first found him. He and I never met once until we finally sold the search engine itself and we had an inception of the idea, created it, we marketed it, we had almost a million subscribers to our newsletter and we had some fantastic success with this website and never met each other. The only communication we ever had was 99% through e-mail and occasionally through phone calls. I mean, that's just another testament to the fact you certainly can get tremendous business done and some of you who know about the history of that will know

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that it was quite a big deal at the end of the day. So let's get right into the book.

Joe:
I need to mention one thing that is well worth mentioning because you just reminded me of it by telling that story. Larry Dotson and I ended up co-authoring around 7 e-books together, most of which we had sold through your company for a long time and Larry Dotson and I never met and we never even spoke on the phone, everything had been done from e-mail, from day one when he first wrote me about an idea he drafted for a book called a "The Swipe File" and he wanted to know if I could see it, if I wanted to contribute anything to it, if I wanted to be the co-author of it and so forth. Our entire relationship was based on and done through e-mail. I still have not met the man and it was several years of us being co-authors before I ever even spoke to him on the phone and it was on a conference call much like this. So this is the power of e-mail, it gets so much done and you don't even have to meet the people physically?

Mark:
How do you know that Johan isn't Larry?

Joe:
I did end up meeting Johan but I haven't met Larry, so yah, it could be. This is opening up a whole can of worms, now I'm getting confused.

Mark:
That's right, now you're really paranoid, alright.

Joe:
I'm going to do research online to find out who Johan is.

Mark:
That's right, that's right. Okay guys, right into the e-code, what is the e-code then?

Joe:
As in you know, the right e-message to the right e-crowd at the right time. Now, you know, this is really just a fancy spin-off of the old direct marketing success formula, the right message to the right crowd at the right time. And the whole process of making it online is really simpler than what most people out there think. It's all about locating a

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profitable, a hungry, starving target market and developing an offer around that market to preferably solve its frustration and problems and just sending out a message to that crowd, and while you can control the right message, I mean, with all things being equal, you can control the crowd if you have done a good target match up and if your copyrighting skills are pretty reasonable and your offer is pretty good, and you think you have the right message, you just cannot control the right time. It's sort of like a game of intuition where you sort of anticipate the right time and once you unleash the right message to the right crowd at the right time it just results in a whole truckload of cash. I think this is really simple but this is the whole essence of e-code. And the whole fuss behind the e-thing is really we're just using e-mail, and a lot of us Internet marketers actually make lots of money just by sending e-mail to our list. I think people out there really need to understand just how powerful this whole concept really is.

Mark:
You know, I don't think you have to apologize for how simple that is at all, in fact, one of the things that I like to do a lot is take seemingly complex ideas and strip them down to their bare essence and build a very, very simple construct around that and I found that the constructs that you use to look around the world define how you look at the world and if you have a powerful one that allow you to get great results in a very short period of time, you're much more likely to be successful. And I can certainly say that your message here works, you have condensed it down to the very, very simplest that I've ever heard, and I think just about anything I've ever done can be looked at with that metaphorical framework. Looking at just the old farewell package deal that we did, you know, it got to be a few years now, that particular campaign was exactly that same thing, write e-message to the right e-crowd at the right time and people responded to it incredibly well, we sold 2,000 copies of a $1,000 package, some even sold for more than that price and so I mean, there's a campaign right there, it was modeled around that and did quite well. What about you guys, I'm sure that you, I mean, I can think right off the top of my head several campaigns both of you have done using that formula, what about you, Joe?

Joe:

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Well, there's lots of stories that people are doing what I might call send e-mail and grow rich, it could have been an alternative title to the e-code except that Napolean Hill people probably wouldn't like it. But sending e-mail and grow rich is kind of what we are looking at here. To give you an example, Pat O'Brien once was, is still a musician but he was a struggling musician who I met a year and a half ago. He went to my Spiritual Marketing Super Summit in Austin, Texas a year and a half or so ago. What really transpired, had some things changed for him. He joined the mastermind group that I'm in on every Thursday with Bill Hitler and some other people. And he walked in one day and jokingly said he wanted to write an e-book called "The Myth of Passive Income" because he said he was working his ass off writing e-books and promoting e-books and creating websites and learning the Internet which to him was overwhelming and brand new, I mean, he was a musician and he wasn't an Internet person at all. And he was saying it as a joke and he was complaining but I heard of opportunity and I never smiled and I just looked at him and said "You should do that", well before that day was done, he realized he did not even have to write the book, now this is the same process that Johan and I went through with the e-code. We didn't have to write the book, Pat realized he didn't have to write this book, he had to write one thing, one e-mail and he had to send that e-mail to people who were making money online, he had to send the e-mail to people like me and Yanik and Jim Edward and a whole bunch of other people and just ask them, what is a day like in your life when you make passive income? And what he got in return were responses that ended up being his book which is now being sold, it is called "The Myth of Passive Income", I believe that it's at mythofpassiveincome.com. The whole idea was he created a product without having to write one word of it, all he had to write was one e-mail and sends the e-mail out. This is the essence of the e-code, this is the essence of e-mail and grow rich. And there's countless of stories, I've done this repeatedly, I love e-mail, I use it to build relationships, I use it to maintain relationships and then through those relationships, I can create products, I can offer products, I can further people's income and I can further my own income by doing it, and it's all done by e-mail, that to me is the essence of e-code.

Mark:

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Now, before I ask Johan to give us an example, I just want to interject, that’s a fantastic story, it made me think of something, some of the people in this call probably owns the farewell package, I’ve got some very great feedback on some of the interviews, in fact, Joe, yours was the absolute best on there. And people absolutely love the content and I’ve got people even these days still come up to me and say hey, I still carry them around in my car listening to them just about everyday. What a lot of people don’t know is that those were all recorded over the phone in the course of about two and a half days and we contacted the people before the interviews. Basically, three days before recording and most of them by e-mail, so that was some incredible leverage that we had there, you know, to get ,I believe it was eight tools on CDs and we put together a $1,000 package and of course, there was 10 years of work behind that represented the source code that we gave, the point is, we didn’t even need that part of it, we could have put together a package for the same price even without the source code and still done incredibly well without it with that tiny amount of work and so I think that’s another testament to the principle of the e-code there.

Alright, Johan, how about you?

Jo Han:
Well, I think I can relate a lot to the same principle that you actually use. I actually had this product that I created with my partner Ewen Chia, called “Unlock Your Empire”, and there’s a really very interesting story that goes behind this product. So Ewen and I was at this seminar that I was actually speaking alongside one of the Internet marketing legends, Marlon Sanders and you mean, most people out there are familiar with Marlon Sanders but they may have not been in personally in touch with him, and this guy, a real wacky guy, I would just say eccentric. For some strange reason, he actually allowed us to interview him. I just sat there and turn on my laptop, hooked up a portable microphone, and just recorded the interview with him and my partner and we turn it into a product, so basically we had a PDF file and a MP3 audio, we threw in a couple of bonuses and one of the things that we really did was a spin-off of the whole concept of resale rights. We offered a dealership program whereby the resellers of this program, I mean, the purchasers of this program actually qualify for reseller rights and they would be able to make $45 out of every

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$49.95 sale that they generated themselves. So, this was really powerful because we built an opportunity into the product itself and we know that people actually buy more opportunities than products, opportunities sell more than products and when they bought their opportunity, they had the chance to just use the replicated website which was created in a matter of seconds and it would pay them $45. And we made sure it was weekly, so that they would be paid direct into the bank account, and so what happened was this, this whole little reseller scheme actually took off and made us over $26 grand a month. And so I think it's really interesting when you see how a website like this can actually grow because people are actually sending leads there constantly so if you look at the big picture, someone buys the product and get the opportunity for $49.95, and make $45 per sale and we get paid $4.95 to maintain the sites but you know, it seems on the surface we are not actually making money but what we are actually getting is really the leads, you know the qualified leads that paid $45 for this product and so we were as good as paying $45 per leads. The whole strategy behind this reseller scheme was really not to make money on the front end but really on the back end itself because we would get a whole bunch of guys who have paid $45, enter our database and we could then backend them stuff at cost like $495 or a $1,497 really, the sky's the limit. It's an autopilot leads generation system. What I really want to point out to the listeners out there is really this, sometimes you can use a principle like this and forsake the frontend profits for the backend profits, for what is really more valuable, you know, frontend profits or e-mail address of a customer you can milk for life. And so this is one of the examples that I really want to point out and I think you know when people understand the value of a single e-mail address and how much it means to them to profit for life then, I really think they would grasp the whole essence of the e-code actually.

Mark:
That brings up a great topic, the whole concept of using the power of e-mail to leverage on communication and a lot of people feel that if they don't have a list, maybe we should talk a little bit about this, this is probably the biggest problem I see people coming across, you know, it might be one of the biggest questions that people have about the e-code, how can I do this, what if I don't have a list, what if my list isn't big enough. You know, maybe we

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should talk about the different tactics that we used and because I think all of you on the phone have a number of ways of addressing that and let me just say, first of all, before we even talk about how to use e-mail, if you don't have a list and you're asking yourself right now, is this even going to matter to me because I don't have a list and I just can't do what these guys are about to tell me, don't hang up. You going to be tempted to but don't. And here's why, because I tell you right now, you do not even have to have a list of your own. Let me tell you a story about a guy, a kid who made himself a little controversial through some not so wise moves but I prefer not focus on that and look at some very successful things this young man did. His name was Joe Kumar, this kid came to me, I believe 18 years old, called me out of the blue and and say that he wanted to reproduce some of the success we had and he was fired up about doing some kind of promotion and he wanted to see if he could do that, this young guy without any experience could do it. And I started coaching him from square one and the first thing that we did was we came up with a great concept and I said, look, you need to have a great USP, and after going back and forth, he came up with this idea of 30 days, I believe it was 30 days Internet success that was the name of that book. What he did was, he said, look I don't have any experience myself, I don't really have anything to write about myself, but all this experts do, so I'm going to ask all of these experts what would they do if they had 30 days to succeed, if they had absolutely nothing, if they started from scratch and they had 30 days to be successful on the Internet and make some money, what would they do? And ended up being a very good book, and I mean some of the information in there was fairly weak and some of it were just right on and gold. Now, Joe Kumar did not have a list of his own. So what did he do? He created an affiliate program where everyone can benefit from the promotion of this and he went to the same folk that contributed to this book and said look, "If you mention this book to your list and you generate sales, I'll give you 50%." Now, this young 18 year old man without any experience, without anything to write about, without any e-mail list, made about a $100,000, and that's profit US, at the end of the day, in the course of I think less than a month. So if you don't think that you can do this without an e-mail list, you're right but you can borrow one. And the way to borrow it is to incentivise the other person who has a list. So I want to carry out everything that you're about to hear then…

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Joe:
I'm glad you said that, Mark, because first that's a great story and I still remember when I got the e-mail from Kumar and his challenging question about creating profit within 30 days and how I spent time to write it and so did everybody else, and he made a great deal of money and he was a teenager, I think he was only 17 when he first went to you. But the other thing I wanted to mention too because I think what you are harping on is a very good point for everybody to hear. When Pat O'Brien, the same guy with The Myth of Passive Income book had come to me, and taking my seminar and so forth, he had no mailing list, he had no website, he had nothing, zip. He did have an idea for a product and that was the "Think and Grow Rich" workbook. He loved "Think and Grow Rich" and he thought, well, there's no workbook with it, how about I create a workbook? And the workbook is a lot of blank pages and there's a lot of questions that are tied to the chapters so obviously, you got to buy the book somewhere and read it, then you take the workbook and you fill it out.Here's the clincher about the workbook, he said I want to put it out and you promote it to a few other people on the mastermind and he'll write to some other people and get them to promote it and create enough affiliate commission and I said, yes you can do that but you want to build a mailing list first. So why don't you just give the book away. He did, he was basically trusting me because he really did want to sell it. But he trusted me and he put it out there. I told my list and a few other people told their list and why did we tell our list about it, it's a good idea, it's a good product and it makes us look good to our list. We found something very useful so I was glad to tell people, hey, I just found a "Think and Grow Rich" workbook and the news is even better, you can have it free, just go to Pat O'Bryan's site and download it. The site was "instantchange.com, he now has a mailing list 8,000 names. This is a guy who has zero, no gas in the tank, to have you know, 8,000 names which are growing, sometimes by 60 a day, which for him, a struggling musician, is now an Internet writing super star, is just dazzled by. So I want people to realize, yah, you don't have a list, but you don't need one to start with, you may not have a product, you may not have a website, but you may have the desire and that's what we're building from.

Mark:

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Wow, I think that's a fantastic story and that's actually a really good safe way, we wanted to list some actual tactics that people use in their e-mails and that leads to the first thing I always make sure that people understand. It has to do with motivation, and you just gave a very interesting, subtle motivation that a lot of people may not take up on, but let me explain the principle first. If you do any form of viral marketing or any kind of leverage building activity like we just talk about there, you have to ask yourself why is it people are going to participate in that? If you want people to spread your message which is really the core of what viral marketing is, okay, all you have to do is give people a reason to tell other people about it. Now, these reasons don't have to be really obvious and on the surface, like hey, tell people about it and I'll give you 50% of the money, okay? Guess what, you don't have to have an affiliate program, okay, you don't have to have any of those things, there are other forms of motivation and Joe's just gave one that a lot of people wouldn't think about. Why would you be giving that book away, because it's free and it makes you a hero to your subscribers. You're always looking for a way to give really good value to your subscribers and if you don't do that, a list of 8,000 would be meaningless to you. But if you are giving value to those guys, you're going to have a great relationship. That was a motivation for Joe to tell people about and an initiative someone else started. So, thank you, Joe, that's one of the more subtle things that generally a lot of people don't pick up on.

Joe:
I'm glad you brought it up too because this is the reason that a lot of people who have giant lists will listen to a nobody, and when I mean nobody, I mean that's how a lot of people on the call are thinking of themselves right now, I don't have a list and I'm unknown so I'm considered a nobody. But if you write to a list owner, somebody who has you might consider a humongous list that you got something that that list of his or hers is really going to really like and they're going to look good by telling their list about it, you will get their attention, just like I was very willing to tell my list about "Think and Grow Rich" workbook. And I'm always looking, even today, I'm always looking for something really good, like I'm a scout, just looking all over the place so I can go back to my troops and say, look, I just found this, you can get it at this website. And the subtle thing is I look good to my list and

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the list feels good about me and of course, I'm always building relationships, this maintains and deepens the relationship with me. So the other list owners are like that, I'm not unique in this, I guess that's what I'm trying to say.

Mark:
And that's great.

Jo Han:
Thanks a lot, Mark, this is really one of the same points that you have mentioned. This is really the same mechanism that we used to get people on the call right now and the people who are actually tuning in to us on the live web cast. And one of the ways they could only listen to this tele-seminar or tune in to the web cast was if they were personally invited by us or by one of our joint venture partners. And the whole concept of making your joint venture partner look like a knight in shining amour really does wonders, because you know, people on this call, people who are listening can actually see that we are actually doing it and not just talking about it. It's not just plain theory. This is the way you came to be on this call, this is the way you came to be listening to us and this is the way you are going to buy our book. And you know, if you look at what we do, I think you can clearly see that we practice what we preach and that's just really what I wanted to say.

Mark:
That's a great point, you know, it's so funny that you said that. I was actually thinking that same thing, you know, you saying that, the fact that they are listening to this right now is proof of that actual tactic works. Johan, what other e-mail tactics do you like to use, to leverage the power of your list?

Jo Han:
One of the e-mail tactics that I really like to use is really just ethically stealing the customers off, I don't really like this term, but it's really ethically stealing customers off other people's list and you know it's really going with the same thing that you've talked about, going with an affiliate program but one of the ways that I've actually done it when I was a kid, or rather when I was a newbie, was really to propose to create a product for

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someone who is an expert in the area. And I would usually hook up with someone who was really, really expert, I would use a few street smart ways to convince them to work with me because I'm convinced that the law of association is very, very powerful. Mark, you know, in one of your books, you talked about framing, that's basically the same thing. You know, when you have a book that's co-authored by 2 people and one of them is an expert, by default, people associate the unknown person to be an expert as well and you know, using that concept, I've sort of piggybacked on lots of people. I've created products and one of the ways I incentivise them to allow me to carry on a project with them was really to take on all the work. You know, I just told them, you'll be the inspiration, I'll be the perspiration and I would create the co-product for them on the behalf and I'll just say you know, allow me to stick my name behind you. And most of the time, they would have no problem with that and…

Joe:
Hold on, Johan, I like that deal. You can do the perspiration for me anytime, buddy.

Jo Han:
And yah, I'll go ahead to create a wholesale process, you know the whole marketing campaign and the first ways I would ethically be able to steal the customers off a person list is really to go to the co-creator of my product and tell them, hey, this product is ready, go ahead and mail it to your list and obviously I would have my opt-in mechanism behind the scenes and I'll be able to get the e-mail names. And I just went through the extra effort to set up an affiliate program. I could go ahead and approach different people and instead of saying that it was my product, I would just use my co-creator's name and say that, you know, this guy is famous, you know, this product has creditability and I would just propose a joint venture, go ahead and steal a few more names, and go ahead and just build that list. And you know it's really not that, Mark, you know, I didn't get some, I didn't achieve stuff like what you did, to get some one to download your book a million times, but I think, when you get very qualified subscribers, it's really not really the quantity of the list that counts, but the quality of the list that counts. Because if I had a group of 20 people who bought a product which was $497 from me, I think these guys are infinitely more responsive than guys who just opted in and didn't buy

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anything from me. You know, it's just a waste of time. I would rather go ahead and nurture the 20 people who have given me $497 and you know, and really cultivated them to be hyper responsive subscribers and that's just really one of my tactics. And if you are a newbie on the call, I think you've just leant the one thing that got me exactly where I am, it requires work of course, as with everything I life, but as you do, the dividends pay off, because once you get that list, you can milk it for life.

Mark:
Well, you know it's interesting, you may want to review some points in what you said there. And when you said, okay, you don't have a book that's been downloaded a million times, let me tell you this, if I did a book today for that same book today, that particular book, which is search engine tactics which is extremely out of date right now, that book would not be downloaded a million times today and here's why. You said to write the right e-message to the right e-crowd at the right e-time, correct? Well, then was the right e-time for that book, now is not, okay. Nothing existed at the time about search engine marketing; there was simply nothing out there. But there was a very, very hungry market for it. That was and the book frankly, wasn't all that good, it really wasn't. CNET gave it a very high rating, probably because there was nothing else out there on the topic and they were happy to see something on it. So I just want to interject that quick before we got Joe to give some of his tactics. That's great stuff, Jo Han, thanks for sharing all that. Joe, what kind of tactics do you use to get great results from your list?

Joe:
Well, one of my favorite things to do is that I've got this balancing act going on all the time and I'm doing my best to make sure that it equals out over time. And what I mean by this is, I will often hit my list with an offer of some sort. Now again, I'm not spamming people, I'm not selling anything inappropriate, I'm doing my best to match the offer to the list that I think is interested in. So I will have some sort of sales offer going on, basically saying something to the effect of I just found this, you're going to really like this reasons, here's how to get it and you need to get it by tonight. Then, the next day, the next week, the next mailing, whatever happens to be, I try to give them something. So, I've got this balancing of selling and giving, selling and giving. Just the other day, I gave

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them a, I think it was a new article, I just wrote an exclusive to my list first before it goes anywhere else and I think it was one called a new way to achieve your goals or a surprising new way to achieve your goals. So I sent it to my list free and first, and I tell them right upfront, because you are a subscriber, you get to see this first, but if you feel like sharing it, you may do so, but then I'll putting on my website next and then I'll let the distribution services send it out, I'll let it go and live on the Internet and get distributed, it may end up in a book, it might be a book chapter. But it was free to my list first. And then, the next mailing that I do will probably be some sort of here's something to buy type of offer, next mailing that follows that is probably going to be, hey, I just found an e-book, you can download or I just found this website or I just found this whatever. So I'm trying my best to, at first, I did this unconsciously and even intuitively but now I have become much more aware of it but I'm trying to have this balance all the time, because I believe in something that I call Karrmic Marketing. And Karmic marketing is this whole idea of being willing to give now, even if it's something that's cost me a lot of money, be willing to give it naturally now, knowing that in some way, shape or form, it's going to come back to me. I'm going to be blessed somehow, some way, and even if I'm not, it's still a good thing to do for the planet. I just did a whole month long series of seminars on how to attract a new car, all based on the "Attractive Factor" book. Thousands of people called in, from like up to 2 in the morning in Germany and Switzerland and in the afternoon, New Zealand and Australia, they called from all over the country and in Canada and I didn't charge them at all for this call. I just said, this is for my list, if you want to be on it, you can be on it but I'm not going to give you the recordings later, I will probably sell the recordings later, but you're on my list, if you can make it, go on there and you can do it for free so this is the balancing thing that I'm doing to create a relationship and keep people happy.

Mark:
Let me ask you a question, completely unrelated to the e-code, based on something that you said. A lot of people have trouble believing something positive they do is going to come back to them. They say, how do I know that this is going to happen? What would you say to someone like that? How can someone know, how can they feel, not just feel, but

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actually experience, is there something someone can do that actually know that?

Joe:
What a great question. There's 2 things that come to mind, the very first one is, you have to base all of these on trust and that's maybe the biggest of all that's actually the cornerstone principle and the 5th step of the attractor factor where I talked about letting go by taking inspired action. It's a whole issue of trust, you know, trusting the moment, trusting the universe trusting that everything is working out for a positive reason and that's a big one for me. I went through a rocky time at the end of last year and still feel some of that and it was actually a person like Joe Sugarman, whom I stayed with in December, who met me at the airport. And I was crying the blues and telling him about some things that had happened and he's one of my heroes and mentors and it was such an ironic and odd situation to be, you know, being at the airport terminal and waiting for my luggage to show up and I'm crying the blues to Joe Sugarman and he's saying, "You know, it's all good. It all worked out for the good," which is also one of the things that I have picked up from you, Mark and I've told you this, overhearing a conversation where somebody was having problems and you said, "turn it into something good." And so I think the first answer to this is kind of a mindset that says trust, just trust that it's going to work out because you know, somehow, it is. And then the 2nd one is the, maybe it's similar, but the 2nd part of this is to believe and that's to believe it will work out, that's to believe that you can choose to take on. Because if you believe it's not going to work out, that's a belief that's going to have itself fulfilled like a prophesy. You'll start looking around for the evidence that says, "See, it didn't work out. I had people that, they read my book, the greatest money making secret in history, which is really about giving. And I gave $10 at the church last week and I didn't get any money, it didn't work." And I said, you know, you violated the very principle because you need to give without expectation of return in any particular function. So in other words, you'll get the returns but it may not come from your job, it may not come from Mark Joyner, it may not come from Joe Vitale, it may come from somebody in the street or it may, who knows? But that comes from trust.

Mark:

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It's been said that some people who are very scientific and I consider myself to be one of them, but I think I'm also quite balanced with my own spirituality. A lot of people would say that, look, if it doesn't have a great scientific backing, I'm not going to believe in it, I'm not going to take anything on faith. What they don't understand is, every piece of science can defy anyone to just prove this or a real scientist who has really looked into this matter will know this to be true. Every bit of science that you find comes back to some belief that you have to accept on faith.

Joe:
Beautiful point, beautiful point, I totally agree.

Mark:
You know, it's interesting right, if you understand anything about logic, you understand there are premises upon which you make statements, and if you go back, and you take a statement like e=mc2 and break it down, now that's a theory that a lot of people don't understand, that that's just a theory and you can apply it to various aspects of the world. But even if you take that one statement and you look at it and you say energy, okay, what is energy? And then you know, ask someone to explain what is energy is to you and keep breaking it down, you're going to find out that in the very core of it, okay, there's something there that the person is accepting on faith. Okay, tomorrow the sun is going to rise. How do you really know that? You believe that, I know you believe that and you're accepting it on faith. That's something a lot of people have to realize and something quick I want to throw it in there, I remember that turn it into something good article that you wrote, in fact, you did something there that I thought was a great act of generosity you don't see a lot among authors and that's that you gave credit to something you heard from someone else, and a lot of people just don't do that. When I read that article, I was impressed and thankful at the same time for that you mentioned my name as a person who said that, and extremely impressed that you gave me credit for that. Another interesting thing I want to point out is that the person that I was speaking to, a lot of people don't realize, was Frank Kern. And we were talking about the fact that he had his business shut down by the Federal Trade Commission a year before. That was the actual conversation.

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Joe:
That was exactly what was going on.

Mark:
And it's exactly true that he did turn it into something good. He went out and did the underachiever's super course and did some tremendous, tremendous success with that. Gentlemen, before I move on, I understand that Johan wants to pick a person on the call to win a resale license to the Hypnotic Marketing e-book camp, before we move on to that, do you guys want to see anything in closing here?

Jo Han:
I think Mark, here you pretty much said it all and you, I mean, going with your point and with Joe's point about direct marketing, I think one of the best things that you can actually do right now is to head down to the e-code, that's "The-E-Code.com" and just go ahead, you know, our book is really cheap. I don't like to say that my product is cheap and all but our book is really, really cheap. It's a real bargain, under $17, I believe Amazon was actually selling it for like $13 bucks.

Joe:
Yah, Amazon is selling it for $13.57.

Jo Han:
Yah, that's right, go ahead and grab a copy straight away, of course, I encourage you to buy as many copies as possible and forward this message to a friend, you know, tell someone, some people about this, whom you think will benefit from this book. And I think when you give them this book, and Joe and I, we really love giving gifts to people and one of the gifts we like to give to people is really books because you know, we send each other stuff and most of the time, it's books. And you know, when you invest a book in someone's life, when someone benefits from that knowledge, I think something good will come back to you. And I think most of us had that kind of experience before, when you invest in someone and it comes back in many ways that are not necessarily tangible but it's just all good.

Mark:
Well, Johan, let me get a few clarifications from you, just to get the URL for that on and then and also, I understand that you're kind of underselling yourself a little bit, because I think they are getting a lot more than just a

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book here. Correct me if I'm wrong but, the URL before we get into that that, is at "E-Code.com' or "The-E-Code.com" or what is it again?

Jo Han:
"The-E-Code.Com."

Mark:
Okay, so "T-h-e—E—C-o-d-e.com" so that's "t-h-e—e-c-o-d-e.com", "The-e-code.com". So when they go there, what is it they're going to get? So if they buy this book, you're giving a lot more than just a book, is that right?

Jo Han:
Yah, we're actually giving away over a $1,000 bucks in bonuses and most of it are actually proprietary stuff on copyrighting that I wrote and apart from Joe as well, seriously for me to go over all the bonuses now on this call is at least going to take an hour. You'll get Dan Kennedy interviewing Joe, himself. You get copywriting reports by myself and of course, there's also the same legendary Joe Sugarman recording of how to build your own empire with a $50 product and you get 42 pages of audio transcript from the $5,000 Hypnotic Selling Event and there's much, much more like how to make your million dollars this year on your online business by Russell Brunson and Alan Bechtold actually has a similar book, I think it's called, I don't know whether it's a similar book but it's called "The E-Key". and it's also a text on making money online. You get the complete marketing guide by our good friend, Randy Charach, I've actually just looked at it and I think seriously it's at least worth $479 and there's just so much more. And I think the bottom line really is, if you go to Amazon and you discover it's $13 bucks and you just take a good look first at the bonuses we have over here, I think you'll understand that you really have to be a fool to pass up something like this and I'm not saying this to be offensive but you know but I think unless you're completely not interested in making money on line, there's no way you'll want to pass this up.

Mark:
I have just point out to you folks, there're 2 interesting things on the website, if they go to the website they can see what I'm talking about so if you're online now, go ahead and check this out. Go to the website and Jo Han did a very interesting thing that I've never seen anyone do

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before and he did some kind of, well, I can't even say what it is, I can't really describe it but there's a way that he displayed the headline of the webpage, it really caught my eye and that's really interesting device there, Johan. It's impressive and if for nothing else, you guys should go and check that out, take a look at that and see. The other thing is, there's a bonus in here that I want and I hope you guys will send all that stuff, some cool stuff. So, I'll buy a copy of the book, gosh darn it if I'll have to so, "Copyrighting Sledgehammer of a Master Wordsmith" by Jo Han Mok, there's something you said, there one bullet in there that really got me excited. It's a full exhibit of rare sales letters written by Ed Mclean in 1960 that became the control for 15 running years, I want that. I want that a lot. That's some really valuable stuff. And I just want to point out to you guys that that's just one of a whole massive stack of really cool stuff that you guys are giving away here. This truly is a no-brainer deal so I hope you guys take advantage of that. With that said, Jo Han, I think that you've got a license to give away here, is that right?

Jo Han:
That's right and we actually have a winner I've finally picked out and that winner is Lorenzo, I don't know how to pronounce your last name, but it's Rothery. And I believe Lorenzo is the webmaster of profit on the net and I'll be sending Lorenzo the download link to that license and basically that license is you know, I think it's something incredible because Joe and actually created that product. We're really very proud of that product; you get so much rare stuff, for instance, the Bruce Barton Deer Field letters, that's a collectible, there's no way you can find it online. You get a full colored control by Robert Collier, these are all what we call legendary mail-order marketers and the stuff that they have is really so fantastic because you know they actually generate response at 100% and I think once you lay your hands on stuff like this, it just change the way you market you online forever. Joe, do you still recall the Hypnotic e-book camp, maybe you just want to talk a little about it because you know, guys who actually order 50 copies and above will actually get a the same resale license. I mean, Lorenzo is really lucky, you know. This license is worth at least a $1,997 but Joe, maybe you want to talk a little bit about what goes inside that package? And want makes it so valuable to anyone out there?

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Joe:
I not as familiar with that as you. I think you'll have to take up all that.

Jo Han:
I think you just created too many products. We did a 2-hour recording with all the guys who attended this e-book camp, basically we sent out a lesson every week and there are extracts by Claude Hopkins from his personal journal, frankly speaking, I think there's why too much stuff to list over here, but just the collectible alone, the Deer Field letters, I think it's really worth the 50 books that you're going to buy if you are interesting in getting…

Joe:
I can't even tell you that the Deer field letters are incredibly rare. I had the original batch of those which were given to me by a now deceased fundraiser who worked for Barton and a few other people. Those letters were used to raise funds during the very rough times, from the 1920's, 30's and 40's and if you saw the movie The Cinderella Man recently which is a time period in New York and New Jersey in the 1930's, you got a real sense of how people were starving and struggling and scrambling to feed themselves. While Bruce Barton was writing these letters and getting people who were already broke to somehow dig money out of their pockets and send them in as fundraisers. So these letters are classic, they're masterpieces and they are very rare. I have the original; I still have the original batch which I had loaned to Jo Han who he turned into a product you could only get here by buying those multiple copies of the book.

Mark:
Okay, so you guys are giving away, if you buy multiple copies of the book and of course, you're sending one to me too right? Because I really want that, you guys are giving away some really cool stuff. One thing I like about is the fact that the thing that you guys do, you're always giving away some rare, cool and interesting things. A lot of guys are always giving away, hey, this is some e-book by my cousin, Jody, who knows how to make candles. I mean, who cares about all that, right? You guys are giving away classic copyrighting masterpiece material here that's

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extremely hard to find and so that's very, very impressive. I mean, I really want all these stuff that you guys are giving out there.

Joe:
All the extra stuff that we're giving, is really that karmic marketing at work which I know you refer to, I'm looking at Amazon right now for the description of the E-code and it's selling for $14. It was $13.57. We don't need to give anything to get people to go buy this book, it's already a bestseller, it's already 30th on the Amazon bestseller list. The book itself is several hundred pages, there's 33 Internet superstars including Mark Joyner and myself and Johan, and Jim Edwards and Joe Sugarman and Yanik Silver and a whole lot of other people, 33 of them who reveal 43 ways to make money online with just e-mail. That alone, is a $13.57 book, is worth that. Now, all the other stuff that you can get by buying the book today and of course, by buying multiple copies of the book today is just this avalanche of treasure that you could only get today. And so yes, its karmic marketing and we do want you to get it today because we're influencing the bestseller list. My whole point is $14 bucks a book to learn 43 ways to make money online by just e-mail from 33 pros, that's a no-brainer in itself.

Mark:
And as the authors, I can say that at least one of these ways work. They're all quite good. You guys did send me the book a few weeks ago and I looked through it, and there are some fantastic information in there, I don't think there's a single bad article in that whole thing. With that said, I want to ask people what do things. I want to ask Joe and Johan to send me all that stuff now, don't forget and I want to ask everyone else to go to "The-e-code.com", that's a really hard URL to say, I'll say it again, "t-h-e—e—c-o-d-e.com", the-e-code.com. You guys can see that really interesting copyrighting mechanism tat Johan used and also, the bonuses are highlighted, if you can find them because it's in a stack of basically, hundreds of little things to be given away, so it's pretty fantastic. Guys, thank you very much, I think you've given some great information to some of these folks and I wish you a great success with this fantastic book.

Joe:

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Mark, thank you for doing this, it's been an honor for you to do the interview so thank you for coming out of hiding and thank you for doing this for us.

Jo Han:
Just before everyone leaves, I just want to tell everyone who is listening to the call right now that we actually have a last minute surprise for you. What you probably don't really know is that this call is actually being recorded and I think just to really push the limits of karmic marketing of what Joe and Mark had actually mentioned we are actually going to transcript this call into a PDF and with the recording, anyone who buys the E-code right now will actually get a copy of this recording along with the transcript and we'll give you master resale rights so you can do anything you want with the audio and the recording of this call, which I'm sure you'll agree, there's so much valuable information revealed on this call itself. So this is something you can use as a bonus for your list, use it to create a list of your own and hopefully, aside from just telling that our book is good, we've been of service and we hope that this last minute bonus will help you a lot and jumpstart you in your marketing efforts. So basically that's all I had to say and thank you very much, Mark, thank you for coming out of hiding. And Joe, thank you, it's been a pleasure speaking to you again and yah, that's basically it.

Mark:
That's great, that's a wonderful thing to give folks there. Alright, thanks again, guys and have a great night and thank you everyone for listening to this call.

Joe and Johan:
Thanks and goodbye. Goodnight.

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